A90-95-2

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF JULY 1990

35 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1990	229.5	-18.3	-7.4			
1989	247.8	+12.9	+5.5			
1988	234.9					
CUMULATIVE YTD						
1990	1966.0	-97.1	-4.7			
1989	2063.1	+96.9	+4.9			
1988	1966.2					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1990	189.2	-42.2	-18.2			
1989	231.4	+104.0	+81.6			
1988	127.4					
CUMULATIVE YTD						
1990	3525.2	-107.4	-3.0			
1989	3632.6	+415.0	+12.9			
1988	3217.6					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(35 MANUFACTURER BASE)
DOLLAR TREND BY MONTH JULY 1990 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	7 MO. AVG.
SHIPMENTS													
1990 MONTHLY	205.3	278.0	364.7	219.7	275.9	393.0	229.5						280.9
1989 MONTHLY	202.8	300.7	352.9	255.1	319.3	384.5	247.8	430.5	551.2	522.8	426.4	236.0	294.7
1988 MONTHLY	204.2	309.7	345.2	258.3	271.5	342.4	234.9	380.9	500.1	430.4	395.3	232.8	280.9
1990 CUMULATIVE YTD	205.3	483.3	848.0	1067.7	1343.6	1736.5	1966.0						
1989 CUMULATIVE YTD	202.8	503.5	856.4	1111.5	1430.8	1815.3	2063.1	2493.6	3044.8	3567.6	3993.9	4229.9	
1988 CUMULATIVE YTD	204.2	513.9	859.1	1117.4	1388.9	1731.3	1966.2	2347.1	2847.2	3277.6	3672.9	3905.7	
ORDERS RECEIVED *													
1990 MONTHLY	612.2	342.5	1174.2	601.3	400.2	392.8	189.2						530.3
1989 MONTHLY	822.7	526.4	1064.6	571.3	368.7	337.3	231.4	201.9	180.4	91.7	-9.8	510.0	560.3
1988 MONTHLY	865.5	614.1	900.2	427.0	292.1	259.4	127.4	200.6	174.5	150.4	113.9	514.0	498.0
**1990 CUMULATIVE YTD	599.7	925.7	2081.7	2668.2	3034.3	3396.7	3525.2						
**1989 CUMULATIVE YTD	801.7	1314.8	2351.7	2896.3	3201.6	3476.3	3632.6	3731.8	3837.8	3868.5	3760.7	4168.3	
**1988 CUMULATIVE YTD	838.5	1411.7	2283.1	2688.9	2926.0	3147.9	3217.6	3361.1	3461.1	3514.6	3541.7	3996.1	
CANCELLATIONS													
1990 MONTHLY	12.5	16.5	18.2	14.8	34.1	30.4	60.7						26.7
1989 MONTHLY	21.1	13.3	27.7	26.7	63.0	62.6	75.0	102.7	74.4	70.0	97.8	102.4	41.3
1988 MONTHLY	27.0	40.8	28.9	21.1	55.1	37.5	57.7	57.1	74.5	96.9	86.8	60.0	38.3
ORDERS ON HAND (AT END OF MONTH)													
1990 MONTHLY	936.4	981.1	1772.1	2139.5	2229.8	2199.1	2099.3						1765.3
1989 MONTHLY	1198.6	1411.0	2095.9	2385.8	2373.5	2265.6	2173.7	1842.3	1395.0	903.3	369.3	540.4	1986.3
1988 MONTHLY	1143.3	1406.8	1932.9	2080.5	2045.9	1925.4	1760.3	1522.9	1122.8	745.8	377.3	598.8	1756.4

* UNCONFIRMED ORDERS ARE NOT INCLUDED

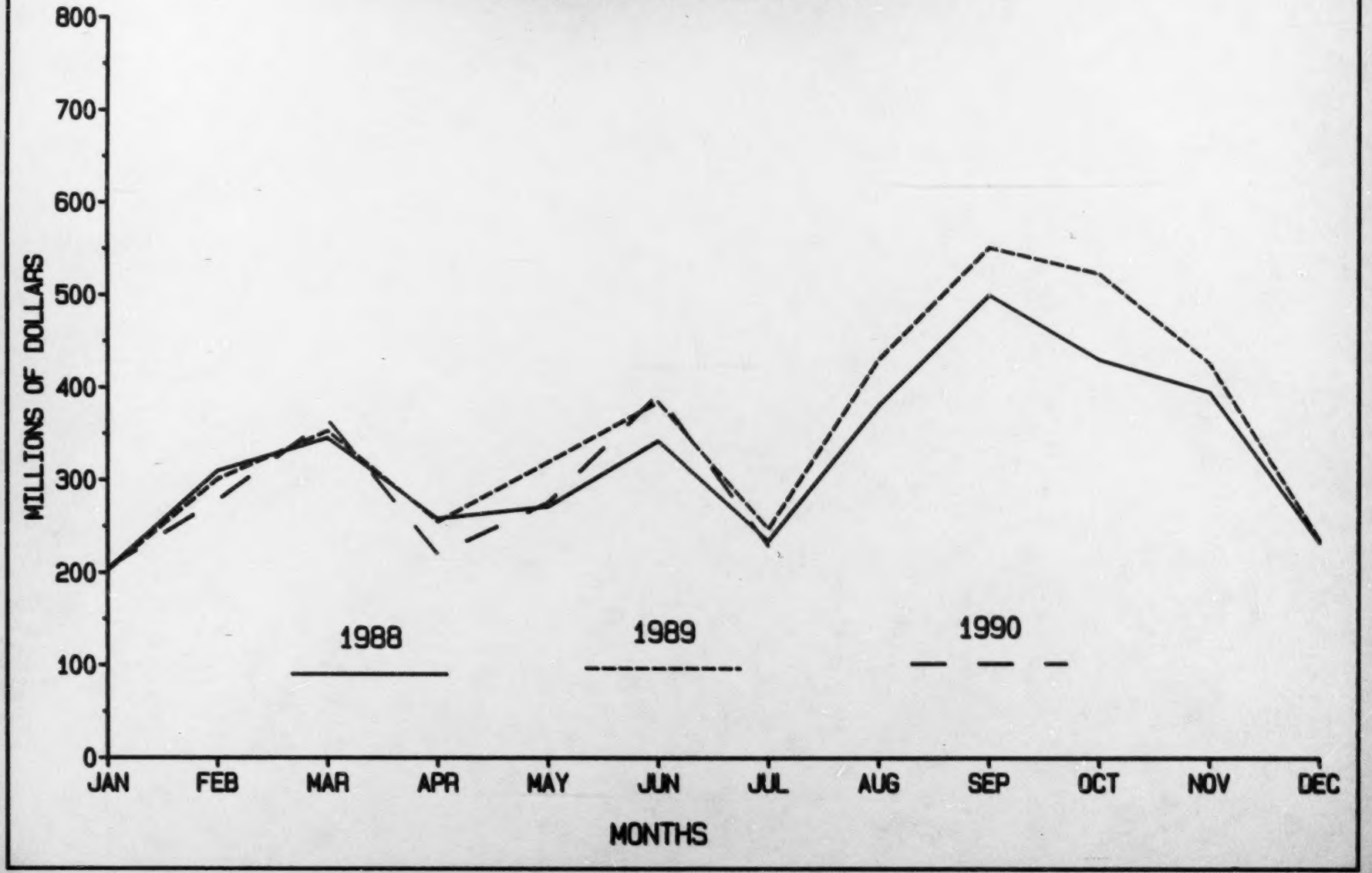
(COMPILED BY THE NPD GROUP)

**CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES

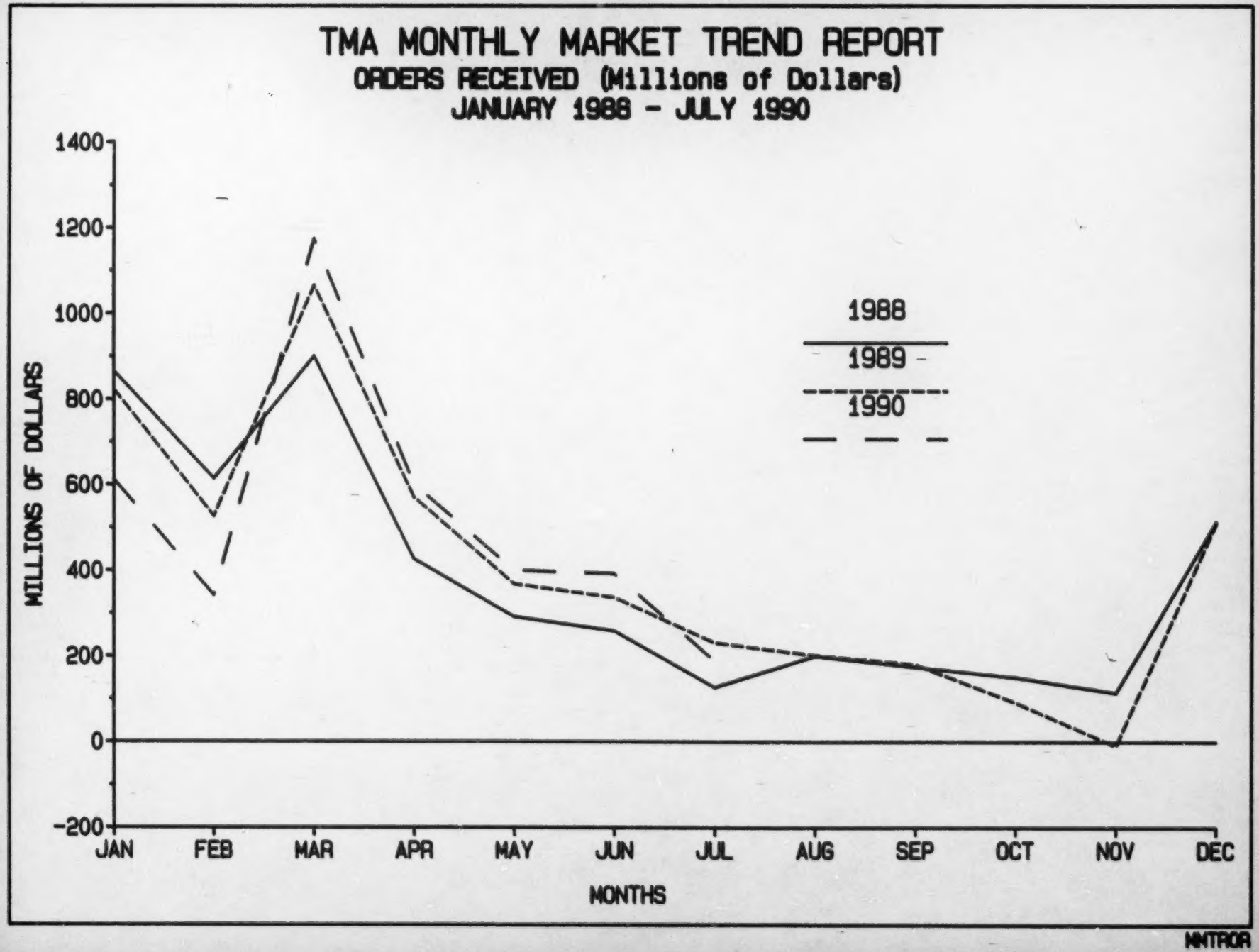
TMA MONTHLY MARKET TREND REPORT

MONTHLY SHIPMENTS (Millions of Dollars)

JANUARY 1988 - JULY 1990



MMTRSH


TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1988 - JULY 1990
1400
1200
1000
800
600
400
200
0
-200
MILLIONS OF DOLLARS
1988
1989
1990
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MINITAB

35 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY THROUGH DECEMBER 1988/1989/1990

BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER PRICE
GOLDBERGER DOLL
HASBRO, INC.
HEDSTROM
KENNER
KRANSCO
LEGO
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLAYMATES
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
DAKIN
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TONKA
TYCO